

March 2010



Cheltenham Community Needs Analysis —

Draft v1.3 Mar 2011



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Summary

With a tighter financial climate for public services in the foreseeable future, and given the impact of the economic downturn, the effectiveness of our collective service delivery becomes more critical. We need to be assured that resources are targeted towards needs and priorities, and that the services we deliver are based on good evidence of what works, and give the best possible value for money, irrespective of provider.

This report takes information from the following sources:

- Gloucestershire Labour Market Information Unit
- Gloucestershire County Council Research Team
- Director of Public Health annual report 2010
- Children and Young People's Needs Analysis 2010 - Gloucestershire County Council
- Joint Strategic Needs Assessment (version 3)
- Indices of Deprivation 2007

The report is split up into sections; depending on the level of the information:

- Information that is presented at a Cheltenham-wide level and is relevant to all communities and neighbourhoods
- Information that is of particular relevance to particular places
- Information that is of particular relevance to particular people.

Given the scale and pace of change in the public sector and the communities we serve, the needs analysis has to be a living document and will need to be updated at least twice a year.

Who is this document for?

Tackling the issues that determine well-being and quality of life in a community, such as crime, jobs, education, health, and housing, requires a range of organisations to work together in a concerted and coordinated effort. The document is owned by Cheltenham Strategic Partnership which brings together the commissioners and providers of major services from the voluntary, community, public and private sectors to work with our community in order to provide the focus and coordination needed.

The needs analysis is a way of estimating the nature and extent of the needs of our community so that services can be planned accordingly. This will help commissioners and providers focus effort and resources where they are needed most.

Through the needs analysis, we can work towards a collective view of needs in Cheltenham and an understanding of what the data and information tell us about where collective action is most needed.

Summary of key messages

Cheltenham-wide	Comprehensive Spending Review 2010	The significant retraction forecast for the public sector will create a new set of needs for Cheltenham citizens; it is clear that the coalition government expects the state to enable and empower individuals and communities so that they can be more influential in the well-being of their neighbourhoods. But this will also be at a time when the direct impacts of cuts to welfare bill may lead to increased hardship for our more vulnerable people but also that people living just above the bread-line and who are not on benefits may also be affected.
	Cheltenham Borough Council 2010 budget consultation	The consultation provides a flavour of what the community values most about Cheltenham; a clean and well-maintained environment, safer communities and arts and culture feature consistently. There is also a strong leaning towards healthy lifestyles.
	Place survey 2008	<p>In terms of needs the overall top priorities for improvement identified by local people include the following:</p> <ul style="list-style-type: none"> • Better road and pavement repairs; • Reducing levels of crime; • Cleaner streets; • Reducing the level of traffic congestion; • Better health services; • Better public transport; • More affordable decent housing; • More activities for teenagers; • Better parks and open spaces; and • Better shopping facilities. <p>The key drivers to improve satisfaction with the area include:</p> <ul style="list-style-type: none"> • Improving community safety • Making sure residents are well-informed • Improving the sense of belonging • Improving parks and gardens
	Community safety	In response to the latest data, the Cheltenham Community Safety Partnership has agreed three key priorities: Building safer and stronger communities and increase community ownership and influence over local service provision using the 14 neighbourhood policing areas as the basis for it; Reducing re-offending with a focus on crimes such as thefts, ASB and burglary, and; Reducing the harm caused by alcohol and drug misuse.
	Climate change	<p>Commissioners of public services need to ensure that commissioning processes and decisions deliver the following:</p> <ul style="list-style-type: none"> • Enable Cheltenham adapt to the impacts of climate change by ensuring the borough's built environment (internal and external) and economy are sufficiently flexible to be able to cope with the likely changes • Mitigate our impact on climate change by reducing greenhouse gas emissions. This will need to be achieved through greater energy efficiency, increasing renewables and low carbon energy production, reducing waste and increasing recycling, promoting sustainable transport and promoting and protecting local food production.
	Housing need	The messages from the housing needs assessment are quite stark, Cheltenham needs to build more affordable housing to meet the inherent needs within our communities. This is a challenge being taken up by our colleagues involved in the Joint Core Strategy process. As commissioners and providers, We need to help build strong communities where people live confidently alongside each other in mixed tenure communities that offer a choice of sustainable, quality, accessible and well-managed affordable homes.

Places	Deprivation	<p>Commissioners need to be aware that significant needs remain in our most deprived communities:</p> <ul style="list-style-type: none"> • Building stronger communities to improve perceptions of people getting on well together; • Improving community safety in response to higher levels of acquisitive crime; • Improving educational attainment; • Improving access to further education and training; • Reducing levels of child poverty; • Helping people into employment to reduce rates of benefit claims and increase household income; • Significant health needs. <p>Commissioners need to build on the investment made over the past 15 years in these neighbourhoods and ensure that there is partnership commitment (through aligning resources) to supporting projects and programmes in these communities.</p>
	Employment & economic activity	<p>Although unemployment has steadily come down after its peak in October 2009 (when it stood at 4.1%), there are still risks that in areas of higher unemployment, we will see longer-term rises in health inequalities, crime and disorder and family breakdown and that there will be increased demand for services such as free-school meals, benefits take-up, information and advice, access to skills and learning. There are also fears that new benefits regime when combined with funding being cut from services supporting the most vulnerable will lead to increased hardship for those on benefits.</p>
	Cheltenham area health profile	<p>The recommendation from the DPH report is that a series of interventions are targeted at the priority areas for maximum impact. <i>“There is a pattern of existing and future health problems associated with socio-economic deprivation in areas of Cheltenham. These neighbourhoods are likely to benefit from services and interventions to prevent them becoming more vulnerable to further ill-health and social exclusion.”</i></p> <p>Working through the Health and Wellbeing Partnership, we need to jointly consider the resources our organisations are providing to support these interventions and then to consider ways in which they could be commissioned in different ways (including aligning/pooling budgets) so that there is greater complementarity between services and better outcomes for our residents.</p>
	Child poverty	<p>There are significant risks that the wellbeing of our most vulnerable families will be further harmed over the coming years and that the without new and innovative ways of delivering intensive family-based services, the public sector (and agencies who depend on public sector funding) will not be in a position to respond.</p> <p>Research from the Swindon Total Place project found that services dealing with the most vulnerable families have historically been designed on dealing with the result rather than the cause and that services largely ignored the importance of community and strong social networks in preventing and tackling vulnerability. This has led to the development of the Inspiring Families project which aims to co-ordinate and package services to support children, young people and families within their community.</p>
People	Health and social care	<p>The demands on the health services are significant and without doubt will increase significantly in the future. Commissioners need to make sure that our services are working to ease demand through a preventative approach that works with groups who are more vulnerable to poor-health. We also need a dialogue with the commissioners of acute services to discuss future funding models.</p>

		<p>Dealing with the risks to good health is a critical part of promoting healthy lifestyles; commissioners need to work with public health to ensure that there are jointly-commissioned interventions on alcohol, smoking and promoting active lifestyles. We need to work collaboratively on interventions that will support people living in the poorest neighbourhoods, particularly where there are high numbers of children living in poverty.</p> <p>This data does show us that public health interventions are working with people successfully quitting smoking, higher rates of healthy eating and physically active children. Cheltenham has traditionally had a problem with higher rates of teenage pregnancies, but this has reduced and are now lower than the county rate.</p>
	Children and young people	<p>The data suggests that there continues to be universal needs for children and young people in Cheltenham:</p> <ul style="list-style-type: none"> • To promote better healthy lifestyles • To enable more children and young people feel safer at school and in their community. • To help more young people get ready for employment and adult life • To improve the safeguarding of children and young people <p>But the data also suggest that there are more targeted needs for specific groups of children and young people.</p> <ul style="list-style-type: none"> • To reduce the impact of poverty on children living in areas of multiple deprivation • To help reduce the education gap for pupils living in the Hesters Way, Rowanfield, Gardeners Lane and St. Pauls areas, particularly at KS1 and KS2. • To reduce the impact of domestic abuse on children, particularly children in deprived areas. • To lower the rates of children drinking alcohol and using illegal drugs • To secure positive outcomes (education, health) for children and young people with special educational needs at all stages or who are looked after children or who receive free school meals.
	Older people	<p>The feedback from GOPA provides a useful summary of the needs of older people in Cheltenham:</p> <ul style="list-style-type: none"> • Need for social activities and support to combat feelings of loneliness and isolation; • Need for support to help with the cost of living; • Need to feel safe in and outside their home; • Need to feel involved through appropriate communication; • Need public and community transport to enhance independence and reduce prospective loneliness and isolation.
	Demographics	<p>There are a range of needs relating to the various population groups: Cheltenham has an ageing population and although many older people lead comfortable lives, there are many that don't particularly lone-pensioner households and those on low incomes. The information from the children and young people's needs analysis suggests that supporting vulnerable younger people, particularly those living in areas of multiple deprivation and for children and young people with learning difficulties and/or disabilities</p> <p>There are a number of priority BME groups that commissioners need to be aware of:</p> <ul style="list-style-type: none"> • Muslim community • Bangladeshi women • Economic migrants • BME young people <p>The priority issues for all BME communities are:</p> <ul style="list-style-type: none"> • Improving mental health

		<ul style="list-style-type: none"> • Supporting young people • Tackling hate crime <p>In terms of disability, the data from the JSNA points to increased rates of mental ill-health in Cheltenham. There is a continuing need to support out-of-work disabled people (both with physical disabilities and mental ill-health) access training and employment. There are also significant access issues for people with all forms of disability.</p> <p>The data suggests that there needs to be continuing support to help women access employment and training. This will include access to affordable childcare.</p> <p>There is a lack of information on our lesbian, gay, bisexual and transgender residents so gaining more information about their needs will be important.</p> <p>There is a need for more work to bring different faiths together to better understand perspectives. There is also a need for more engagement work with our Muslim communities.</p>
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The needs analysis sets out a range of people-related issues that commissioners of services need to tackle through their investment plans:

Cheltenham-wide

- The need to ensure communities feel safe in their neighbourhoods.
- The need for communities to enjoy clean and well-maintained environments.
- The need to build resilient communities through empowerment, capacity building and developing their expertise in order that they have more control over their well-being.
- The need to find ways of supporting preventative work with people and communities who might be placed at risk due to withdrawal/reduction of services, withdrawal/reduction in funding for individuals or increases in charges for individuals.
- The need for Cheltenham to be able to adapt to the impacts of climate change; by ensuring the borough's built environment (internal and external) and economy are sufficiently flexible to be able to cope with the likely changes
- The need to mitigate our impact on climate change by reducing greenhouse gas emissions. This will need to be achieved through greater energy efficiency, increasing renewables and low carbon energy production, reducing waste and increasing recycling, promoting sustainable transport and promoting and protecting local food production.

Places

To develop partnership responses to meet the intensity of needs in our areas of deprivation:

- Building stronger communities;
- Tackling crime and the fear of crime;
- Improving educational attainment;
- Creating better access to further education and training;
- Reducing health inequalities;
- Helping people into employment to reduce rates of benefit dependency.

People

To develop partnership responses to meet the needs of our most vulnerable people:

- Children and families living in poverty;
- Older people living in poverty;
- Families suffering from domestic abuse;
- People with mental ill-health who are not receiving appropriate support.
- Disabled people

Beyond these people-related needs, there are a wider set of infrastructure conditions that Cheltenham needs for its continued vitality;

- A viable and efficient travel and transport network
- A diverse range of employment
- Community infrastructure
- A network of accessible parks, gardens, open spaces and allotments.

For further information, please contact

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Background

Until the late 1700s, Cheltenham was a small market town, but changed rapidly when it became a fashionable regency resort. Over the years it has attracted major employers and has developed the reputation as a festival town of international repute. This together with its architectural heritage, educational facilities and quality environment makes Cheltenham an attractive place to live, work and play.

Cheltenham's motto is: *Salubritas et Eruditio* which translates as Health and Education.

Cheltenham itself is quite compact – it has the second smallest area of all the six Gloucestershire districts, but has the second-largest population of 116,242 (2009 mid-year estimates, ONS). We refer to Cheltenham as a borough, rather than as a town, as the area has had borough status since 1877 and there are also a number of villages within the borough with their own identity and their own specific needs which we have captured in this strategy.

Cheltenham has an international reputation as a thriving centre for culture. It is home to a number of festivals that take place throughout the year which includes the world-renowned Jazz, Music, Science and Literature Festivals. Cheltenham Racecourse has 16 days of racing spread over 8 fixtures each season including the Gold Cup Festival. The borough also plays host to the Everyman Theatre and the Playhouse Theatre, both of which offer a rich and varied programme of professional and amateur performing arts. Cheltenham Art Gallery and Museum has national recognition as a museum with an outstanding collection.

The borough is home to many schools, further education and higher education establishments that are promoting lifelong learning and celebrating excellent levels of educational attainment. The University of Gloucestershire is also the leading English University in the field of sustainability.

Cheltenham has a long tradition of manufacturing; the first British jet aircraft, the E.28/39, and the first British production jet fighter, the Meteor, the only Allied jet aircraft to see service in World War II was manufactured in Cheltenham. Manufacturing started in Hucclecote near Gloucester, but was later moved to Regent Motors in Cheltenham High St (now the Regent Arcade), considered a location safer from bombing.

However, despite Cheltenham's traditionally economy outperforming the national economy, this wealthy image sometimes obscures the fact that we have areas of poverty and deprivation and the borough is increasingly divided between the more affluent areas to the south and east, and poorer areas to the north and west. The Indices of Multiple Deprivation 2007 illustrate the extent to which some of our communities are falling behind the rest of the borough as the cumulative impacts of unemployment, poverty, crime, low educational attainment and poor health create a cycle of deprivation.

Comprehensive Spending Review 2010

The Chancellor, George Osborne, announced the coalition government's comprehensive spending review in October 2010. This will have a significant impact on Cheltenham both in terms of public and VCS organisations serving the borough, but also on many of our citizens. The headlines are:

DCLG:

- 7.1% annual cut in council budgets per year over 4 years totalling 26%. (*The final settlement in December 2010, saw the level of government cash support for 2011/12 fall by £1.111m, from £7.187m, to £6.076m which is a cut of 15.46%. This was over double the '7.1% for the next 4 years'.*);
- Ring-fencing of local authority grants to end from April 2011.

Work and Pensions:

- Retirement age for men and women to rise from 65 to 66 by 2020 – four years earlier than planned – saving £5 billion a year;
- Reform of public sector pensions to save £1.8 billion by 2015;
- £2 billion investment in new universal credit;
- £7 billion in further welfare savings through a new time limit to incapacity benefit claimants and changes to jobseeker's allowance, housing benefit, council tax benefit, pension credit and family tax credits;
- Withdrawal of child benefits to higher-rate taxpayers confirmed from 2013 but no further changes.

Home Office:

- Central government funding to the Home Office will reduce by 20% in real terms, with police budgets likely to reduce by 14 per cent;
- There will be a 25% reduction in the funding of fire service.

Culture, Media and Sport:

- Administration costs cut by 41% – 19 quangos to go;
- 15% cuts in core programmes.

Education:

- Schools in England to get a real-terms increase in funding, their budget rising from £35 billion to £39 billion;
- Five quangos abolished;
- Confirmed £2.5 billion "pupil premium" for teaching for disadvantaged pupils;
- Educational Maintenance Allowances to be replaced with "more targeted support";
- Sure Start protected in cash terms and refocused back to poorer communities.

Health:

- Real-terms increase in NHS funding every year;
- £20 billion NHS efficiencies through better value for money to be found;
- £2 billion in extra funding for social care by 2014-2015.

Current proposals from CSR '10

Type of risk	Specific details of proposals
Withdrawal or closure of public services	Libraries – proposed closure of Hesters Way and Prestbury libraries
	Youth centres – GCC will withdraw from direct provision of general services for young people in the following centres: Whaddon Youth Centre, Oasis Youth Centre, Springbank Resource Centre, Aggs Garden Pavilion, Brizen Youth Centre, Naunton Park Pavilion, Charlton Kings Youth Centre.
	Public toilets – proposed closure of all CBC public toilets except Royal Well, Pittville Park, Montpellier Gardens and Sandford Park.

Reduction in public services	Children's centres proposed reduction in funding
	Libraries – proposed reduction in opening hours of Charlton Kings and Up Hatherley Libraries
	Children and young people – a proposed net reduction in funding for the children and young people's directorate of £11m – this includes a £7m net reduction from the area-based grant which provided funding for Child & Adolescents Mental Health services (CAMHs), vulnerable children and young people, support for carers and a staff team to support 14 to 19 services. The loss of ABG will affect a number of services and in particular school improvement work, where the focus will be targeted to schools that need particular challenge and support.
	Community and Adult care - There will be an overall shift away from assumed entitlement of services toward a greater level of self funding and fairer charging. Those eligible for social care support are being moved on to personal budgets following an assessment of their needs, and they are being supported to access services within their own communities that still meet their needs and could cost less. For those not eligible for social care, we will work with them to develop local networks of trusted people, places, support and services.
	Public transport – GCC is reviewing the subsidies it provides to public transport providers to help it save £2m on the subsidised bus service bill. Funding for services will be focussed on getting people to work, school or other vital services like hospitals or doctors' surgeries. This may mean fewer evening and Sunday services and removing duplication where residents could walk to catch an alternative bus provided by a commercial bus company.
	Police – The Gloucestershire Police Authority has to make £18m savings over the four years to 2014/15 to balance its budget. GCC funding for all 63 county council funded police officers will continue until March 2013 but will not be renewed after.
Withdrawal or reduction in funding for individuals	Withdrawal of Educational Maintenance Allowance which pays 16–18-year-olds up to £30 a week to stay in compulsory education
	Withdrawal of child benefits to higher-rate taxpayers confirmed from 2013
	Reductions in working tax credit and child tax credit allowances
	Means-test the Employment and Support Allowance for disabled claimants after 12 months.
	Housing benefit changes - maximum bedroom rate will be capped at four bedrooms. The rates set at the 30th percentile of rents in each 'broad rental market area' rather than the median 50th percentile. Local Housing Allowance rates will now be uprated in line with CPI (Consumer Prices Index) rather than the present higher retail price index (RPI).
	After 12 months, a JSA claimant's HB and LHA will be reduced by 10% Limiting housing benefit for working age tenants so that it only covers the size of property they are judged to need (social rented sector). Size restrictions already apply to private tenants. Problem e.g. for older people on their own. People penalized even if there's no alternative housing.
	Employees to pay more NI contributions from April 2011
Increase in charges for individuals	Proposed reduction in legal aid budgets – reduction of 23%
	VAT rise to 20%
	Council rent increases
	Public transport fare increases
	Tuition fees increase
	Fuel price increases

Key messages

The significant retraction forecast for the public sector will create a new set of needs for Cheltenham citizens; it is clear that the coalition government expects the state to enable and empower individuals and communities so that they can be more influential in the well-being of their neighbourhoods. But this will also be at a time when the direct impacts of cuts to welfare bill may lead to increased hardship for our more vulnerable people but also that people living just above the bread-line and who are not on benefits may also be affected.

This section of the needs analysis will need to be re-visited as the impacts and risks to our communities become clearer.

Cheltenham Borough Council budget consultation 2010

Cheltenham Borough Council undertook a programme of community consultation over the summer of 2010 to inform its budget for 2011-12. Participants were invited to identify which services the council should “stop”, “reduce” or “protect”. Around 1,700 people took part and the results provide an insight into community perceptions about CBC services.

Using the number of responses under “protect” and mapping the services to our outcomes produces the table below:

outcome	number
Cheltenham has a clean and well-maintained environment.	1889
Cheltenham’s natural and built environment is enhanced & protected.	1629
Arts and culture are used as a means to strengthen communities, strengthen the economy and enhance and protect our environment.	1388
Communities feel safe and are safe.	1089
People have access to decent and affordable housing.	559
Our residents enjoy a strong sense of community and involved in resolving local issues.	504
People are able to lead healthy lifestyles.	474
Carbon emissions are reduced and Cheltenham is able to adapt to the impacts of climate change.	371
Cheltenham is able to recover quickly and strongly from the recession.	357
We attract more visitors and investors to Cheltenham.	225
The council delivers cashable savings, as well as improved customer satisfaction overall and better performance through the effective commissioning of services.	143

But some outcomes have significantly more component services, so once these are averaged out we get a different perspective:

outcome	number	average score / cost centre
People are able to lead healthy lifestyles.	474	237.0
Cheltenham has a clean and well-maintained environment.	1889	236.1
Communities feel safe and are safe.	1089	181.5
Arts and culture are used as a means to strengthen communities, strengthen the economy and enhance and protect our environment.	1388	173.5
Cheltenham’s natural and built environment is enhanced and protected.	1629	148.1
People have access to decent and affordable housing.	559	139.8
Our residents enjoy a strong sense of community and involved in resolving local issues.	504	126.0
Carbon emissions are reduced and Cheltenham is able to adapt to the impacts of climate change.	371	123.7
Cheltenham is able to recover quickly and strongly from the recession.	357	119.0
We attract more visitors and investors to Cheltenham.	225	112.5
The council delivers cashable savings, as well as improved customer satisfaction overall and better performance through the effective commissioning of services.	143	28.6

Key messages

The consultation provides a flavour of what the community values most about Cheltenham; a clean and well-maintained environment, safer communities and arts and culture feature consistently highly. There is also a strong leaning towards healthy lifestyles.

Place survey 2008-09

The Place Survey was intended to be a statutory biennial statutory survey that asks citizens about their perspective and satisfaction with the local area and services provided by their local authority. The coalition government has decided to remove the compulsory nature of the survey, so it is unlikely that it will be repeated. However, we can use the results of the 2008 survey, which were published in September 2009, to get a feel for what local residents considered to be the priorities for making their local area a better place to live.

Although general satisfaction with the local area was fourth lowest in the county at 84.5% it exceeded our business plan target of 81% and is equal to the county average of 84.5%.

Satisfaction with individual council services remained higher than for the council as a whole: Satisfaction with museums (62%), theatres (76%), parks & open spaces (86%) was higher in Cheltenham than anywhere else in the county. However satisfaction with cleanliness was 3rd lowest in the county at just 57% and recycling was currently lowest in the county at 60%, perhaps indicating a demand for increased recycling services.

Only 58% of respondents felt that they belonged to their immediate neighbourhood and 25% felt that there was a problem with people not treating each other with respect and consideration. However, 82% felt that people from different backgrounds get on well together.

40% of respondents felt informed about local public services, though only 30% feel that they could influence decisions in their local area.

Although 16% felt that anti-social behaviour was a problem in their local area and 27% felt that drunk and rowdy behaviour is a problem (which are both higher than county and district averages), 27% of people felt that the police and other local public services were successfully dealing with community safety issues which is better than elsewhere in the county apart from Cotswold district and compares to a county average of 25%.

Although 83% of people assessed their own health and wellbeing as being good which was higher in Cheltenham than elsewhere in the county, only 28% believe that older people received the support they need to live independently

Key messages:

In terms of needs the overall top priorities for improvement identified by local people include the following:

- Better road and pavement repairs;
- Reducing levels of crime;
- Cleaner streets;
- Reducing the level of traffic congestion;
- Better health services;
- Better public transport;
- More affordable decent housing;
- More activities for teenagers;
- Better parks and open spaces; and
- Better shopping facilities.

The key drivers to improve satisfaction with the area include:

- Improving community safety
- Making sure residents are well-informed
- Improving the sense of belonging
- Improving parks and gardens

Community safety needs analysis

Since 2008, CSPs (or CDRPs) have had a statutory duty to carry out an annual strategic assessment to identify the key priorities which the partnership should base its strategy on. The purpose of the strategic assessment is to provide knowledge and understanding of community safety problems that will inform and enable the partners to:

- understand the patterns, trends and shifts relating to crime and disorder and substance misuse;
- set clear and robust priorities for their partnership;
- develop activity that is driven by reliable intelligence and meets the needs of the local community;
- deploy resources effectively and present value for money; and
- undertake annual reviews and plan activity based on a clear understanding of the issues and priorities.

Community views

The rise in burglary in Cheltenham over the last 12 months is reflected in the community priorities. Anti social behaviour remains the top priority across the borough, particularly in Hesters Way and Whaddon INAs. Vehicle issues are the second most common priority, mainly involving issues with parking, particularly in Whaddon INA.

Recorded crime and local performance

- **Central Allocations Referral Point (CARP) information about domestic abuse:**
 - **Cheltenham had the highest number of referrals to the CARP in Gloucestershire** from October 08 to December 09 – 266 cases.
 - The age group with the highest referrals in the county was 25 – 34 and of the children who were involved, most were aged 0 – 5.
 - Ex partners were most likely to be the perpetrator
 - The abuse was mostly physical, although it should be noted that there were 3 cases of forced marriage in the county.
- **Maiden**
 - Performance against national indicators for 2009/10 compared to baseline of 2007/08.
 - In terms of where victims of crime live, the map shows that the highest density of crime victims live in Hesters Way, St Pauls, Town Centre and Alstone. Burglary victims are spread throughout the town
 - **Serious violent crime has increased by 20.8% from 2007/08** (11 cases)
 - **Violence under the influence of alcohol and / or drugs however has reduced by 25.1%.** Violence crime in a licensed premises increased by 5.2%.
 - Serious acquisitive crime has increased by 3.3%.
 - Assault with less serious injury has decreased by 11%
 - The gun crime rate has increased by 9.1% compared to 2007/08 although has reduced compared to 2008/09. There were 12 cases in 2009/10.
 - There were 30 less cases of domestic abuse in 2009/10 compared with 2008/09 but repeat incidents rose from 55 to 61 cases.
 - **Anti social behaviour incidents have decreased by 10% overall. Abandoned vehicles have reduced by 47%, inappropriate use of fireworks by 66.7% and prostitution by 53.8% (7 less cases) and all other types of ASB have reduced except begging (up 110.9% = 51 cases more). The most common type of ASB is rowdy or inconsiderate behaviour.**
 - **Harassment has dropped by 42.9% (42 cases less)**
 - **Business robberies dropped by 42.9% (6 cases less)**
 - **Racially aggravated crime dropped by 31.2% (29 cases less)**
 - **Sexual offences dropped 37.4% (61 cases less) and by 52.2% involving victims under 20 years of age (47 cases less)**

Iquanta (provided by the Research and Analysis Unit of the Home Office.)

- **All crime is down 8%** as at end of March 2010 compared to the previous year ending March 2009. When compared to other partnerships in the most similar group, Cheltenham has average crime levels. Compared to the rest of Gloucestershire, **Cheltenham's domestic burglary performance has clearly deteriorated. Domestic burglary has risen 48%** over the year to March 2010 compared to the previous year.
 - There was a huge spike in thefts of pedal cycles during 2009/10 but in the first quarter of 2010, thefts had decreased by 21%. However, this is still a high volume crime and also peaks during the summer.
 - **Other burglary rose 7% in 2009/10** compared with 2008/09, many crimes relating to the theft of pedal cycles and Cheltenham is above average in terms of these crimes compared to the most similar group.
 - **Shoplifting has risen by 8% in 2009/10** compared to 2008/09 and is above average in Cheltenham compared to others in the most similar group.
 - **Theft from a vehicle has dropped by 20%** in 2009/10 and is below average compared to others in the most similar group.
 - **Violent crime has dropped by 22%** in 2009/10 compared with 2008/09 and Cheltenham has the second lowest violent crime rate in the most similar group and is significantly below average.
- **Recorded crime – Police data**
Crime in Cheltenham is down 7.5%.

	2009/10	2008/09	% change
Violence against the person	1702	2184	-22.1%
Sexual offences	102	124	-17.7%
Robbery	52	65	-20.0%
Domestic burglary	1056	713	48.1%
Other burglary	842	793	6.2%
Theft of vehicles	215	265	-18.9%
Theft from vehicles	836	1042	-19.8%
Other theft	2944	3054	-3.6%
Fraud and forgery	268	319	-16.0%
Criminal damage	1784	2213	-19.4%
Drugs offences	539	453	19.0%
Other offences	200	173	15.6%
Total crime	10540	11398	-7.5%

Key messages

In response to the latest data, the Cheltenham Community Safety Partnership has agreed three key priorities: Building safer and stronger communities and increase community ownership and influence over local service provision using the 14 neighbourhood policing areas as the basis for it; Reducing re-offending with a focus on crimes such as thefts, ASB and burglary, and; Reducing the harm caused by alcohol and drug misuse.

Climate Change

Cheltenham is likely to experience significant changes in climate over the coming decades. These changes can be summarised as:

Long term / seasonal averages	Extremes
<ul style="list-style-type: none">• Hotter drier summers• Milder wetter winters• Annual average temperature increases	<ul style="list-style-type: none">• More very hot days• More heatwaves• More rain on the wettest days of the year• Summer droughts• Fewer frost nights

We need to ensure that Cheltenham is able to adapt to these changes. Our internal and external environments should be settings in which people living and working in the borough can conduct their lives comfortably as the climate changes over the long term, but which are also able to cope with extreme weather events (eg flooding and droughts). As rainfall patterns change water efficiency, water storage and coping with increased water run-off will grow in importance, whilst hotter days will increase the need for shade and cooling, which will need to be provided in ways which do not increase carbon emissions.

There is a national target to reduce UK carbon emissions by 80% by 2050 and Cheltenham has a contribution to make to this. Reducing carbon emissions is essential if we are to avoid pushing global climate change beyond the point with which the world can cope. This means promoting efficient use of energy, developing alternative sources of energy, promoting sustainable transport and stimulating local food production (this list is not exhaustive!).

As fossil fuel supplies become more difficult to extract, the energy market is likely to become increasingly volatile; prices are rising and security of supply could be threatened. We need to reduce Cheltenham's exposure to these risks.

As fuel prices rise, more people will fall into fuel poverty if there is no access to alternative energy supplies. Fuel prices will also affect the cost of travel and of goods and services, placing a greater emphasis on the need for a strong and diverse local economy and land for local food production. This will require a diversity of development but may also increase pressure on land uses.

Climate change also brings opportunities and Cheltenham needs to make sure it is in a position to take advantage of this. A pleasant climate and environment may lead to an increase tourism and greater inward investment as more people want to live and work here, all of which could boost the local economy, but local infrastructure needs to be able to cope with any increase in demand.

Key messages

Commissioners of public services need to ensure that commissioning processes and decisions deliver the following:

- Enable Cheltenham adapt to the impacts of climate change by ensuring the borough's built environment (internal and external) and economy are sufficiently flexible to be able to cope with the likely changes
- Mitigate our impact on climate change by reducing greenhouse gas emissions. This will need to be achieved through greater energy efficiency, increasing renewables and low carbon energy production, reducing waste and increasing recycling, promoting sustainable transport and promoting and protecting local food production.

Objective	Current provision and gaps	Risks and issues to achieving objective	What do we need to mitigate risks
Cheltenham is able to adapt to the inevitable consequences of climate change by ensuring the borough's built environment (internal and external) and economy are sufficiently flexible to be able to cope with the likely changes	<ul style="list-style-type: none"> • JCS should set out policies to deliver these objectives but in the meantime a vacuum exists making it difficult to deliver more challenging outcomes • In the current economic climate decisions are driven largely by market conditions • Low carbon partnership is supporting businesses to reduce carbon emissions, but an approach for adapting to climate change is lacking • Warm & Well scheme provides support for people in fuel poverty, but it may not continue in the longer term due to financial pressures • Data to measure progress is lacking 	<ul style="list-style-type: none"> • Cheltenham's built environment is unable to adapt to the changing climate • New development is permitted which is not appropriate in the long term • Extreme weather events (eg flooding, droughts) threaten local economy and residents 	<ul style="list-style-type: none"> • Promote sustainable design and construction • Support the wider community to plan for climate changes, eg buildings advice, and make best use of existing mechanisms, eg sustainability checklist, business pride, Transition Towns
To mitigate our impact on climate change by reducing greenhouse gas emissions. This will need to be achieved through greater energy efficiency, increasing renewables and low carbon energy production, reducing waste and increasing recycling, promoting sustainable transport and promoting and protecting local food production.		<ul style="list-style-type: none"> • Lack of local renewable energy schemes expose the town to greater risks from a volatile external energy supply • Rising fuel prices cause greater fuel poverty • Increasing pressure on land for different uses • Reliance on the private car for travelling around • Carbon emissions are not reduced causing greater changes and volatility in the climate 	<ul style="list-style-type: none"> • Promote sustainable design and construction • Make better use of resources • Encourage renewable energy generation • Minimise waste and increase recycling • Support sustainable transport options and alternative fuel vehicles • Support wider community to reduce carbon emissions, eg buildings advice, and make best use of existing mechanisms, eg sustainability checklist, business pride, Transition Towns •
		Risks and issues for both objectives <ul style="list-style-type: none"> • Strategies are not sufficiently robust to deliver the objectives • Lack of joined up thinking across service areas and with external partners leads to fragmented decision making, threatening best climate change outcomes • Achievement is hampered by insufficient knowledge, skills and experience • The importance of retaining the town's character becomes a barrier to achieving climate change objectives 	What do we need to mitigate risks <ul style="list-style-type: none"> • Ensure policies are in place to deliver development which is appropriate in the long term (economic as well as land use and buildings) • Be robust and challenging and be clear about the direction of travel • Promote partnership working • Establish a balance between conservation and climate change objectives

Housing needs

In terms of current housing need, The Fordham Gloucestershire housing needs assessment 2009 suggests that 2,686 households (5.3%) in the Borough are currently living in unsuitable housing. Overall, it was estimated that 1,915 of the 2,686 households would need to move home to find a solution to the unsuitability of their housing. Of these households, an estimated 1,201 could not afford a suitable solution in the housing market without some form of subsidy and were therefore considered to be in current housing need. In total an estimated 47.6% of households in current need are found in the social rented sector and 41.2% in the private rented sector.

In terms of future need, the report concludes that Cheltenham's housing need figure (as defined in government guidance) is **929** affordable housing units per annum, broken down into 30% intermediate rent and 70% social rented.

The report also identifies a range of groups that have poor health where additional housing support is needed; these include;

- Frail elderly
- Persons with a medical condition
- Persons with a physical disability
- Persons with a learning difficulty
- Persons with a mental ill-health
- Persons with a sensory disability

The report states that 13.1% (or 6,730) of Cheltenham households fall into one or more of the above categories. This level of support needs manifests itself in demand for both improvements to the housing stock; such as bathrooms and toilets, car parking, access improvements as well as demands for additional support services such as help with maintaining the home, help with errands and help with bathing.

This is further developed in the draft Gloucestershire supporting people strategy which identifies three joint commissioning opportunities that Supporting People can contribute to and which could attract inward investment: -

- Reducing health inequalities
- Improving the health and wellbeing for people with mental ill-health
- Improving the life chances and opportunities for children and young people.

Key messages

The messages from the housing needs assessment are quite stark, Cheltenham needs to build more affordable housing to meet the inherent needs within our communities. This is a challenge being taken up by our colleagues involved in the Joint Core Strategy process. As commissioners and providers, We need to help build strong communities where people live confidently alongside each other in mixed tenure communities that offer a choice of sustainable, quality, accessible and well-managed affordable homes.

Deprivation (Indices of Deprivation 2007)

Whereas in 2004 only one Cheltenham SOA appeared in the top 10% of most deprived areas, there are now two which are the regeneration area in St. Pauls and part of St. Marks. Looking at the map of the ID results, there is a band of deprivation that runs east west from Springbank, Hesters Way, St. Peters, St. Pauls and Oakley with the two deprivation hotspots of St. Marks and St. Pauls. The most alarming statistic from the ID 2007 was that the regeneration area in St. Pauls had a significant child poverty score and was ranked 176 nationally, which put it alongside areas in Salford, St. Helens and Bradford.

Ward Name Indicator	LA NAME	IMD National	IMD County
St Pauls 2	Cheltenham	1575	3
St Marks 1	Cheltenham	3136	7
Hesters Way 3	Cheltenham	3725	8
Oakley 3	Cheltenham	3812	9
Springbank 2	Cheltenham	4191	12
Hesters Way 1	Cheltenham	4216	14
Swindon Village 2	Cheltenham	4608	16
Hesters Way 2	Cheltenham	6105	25
Oakley 1	Cheltenham	6414	28
St Peters 3	Cheltenham	6831	31
Springbank 1	Cheltenham	7630	34
St Pauls 3	Cheltenham	7675	35

(Cheltenham SOAs in the top 10% most deprived in the county.)

From a gapping analysis carried out county-wide in 2009, there are significant needs in our most deprived communities:

- Building stronger communities to improve perceptions of people getting on well together
- Improving community safety in response to higher levels of acquisitive crime
- Improving educational attainment
- Improving access to further education and training
- Reducing levels of child poverty
- Helping people into employment to reduce rates of benefit claims and increase household income.

The GCC Research Team has also identified a series of indicators that can be used to measure this gap. The table below shows combined data for our 2 SOAs in the top 10% most deprived in the country (St. Pauls 2 and St. Marks 1).

	Cheltenham most deprived SOAs	Gloucestershire neighbourhoods in most deprived (national) quintile	County
NI1: % of people who believe people from different backgrounds get on well together	59.2	79.1	82.9
NI4: % of people who feel they can influence decisions in their locality	32.9	37	28.4
NI15: Serious Violent Crime	0.7	1.3	0.4
NI16: Serious Acquisitive Crime	22.6	26.8	12.1
NI21: Dealing with local concerns about anti-social behaviour and crime by the council & police	28.7	29.0	26.0
NI75: School Students achieving 5 or more good GCSEs	214.3	292.5	541.5
NI116: Proportion of children	256.5	258.9	78.6

living in Poverty (Free School Meals)			
NI117: NEET	113.8	92.3	33.8
NI152: Working age benefit claims	253.9	237.5	97.5
NI163: Working age people with qualifications at Level 2 or above	376.4	355.3	508.3
NI166: mean household income	25693	25506	32485

Key messages:

Commissioners need to be aware that significant needs remain in our most deprived communities:

- Building stronger communities to improve perceptions of people getting on well together;
- Improving community safety in response to higher levels of acquisitive crime;
- Improving educational attainment;
- Improving access to further education and training;
- Reducing levels of child poverty;
- Helping people into employment to reduce rates of benefit claims and increase household income;
- Significant health needs.

Commissioners need to build on the investment made over the past 15 years in these neighbourhoods and ensure that there is partnership commitment (through staff and cash) to supporting projects and programmes in these communities.

Employment and economic activity

The average gross weekly earnings of those working in Cheltenham are very high, with the district ranking in the top 20% of districts nationally. Average gross weekly earnings in Cheltenham are £502.80, compared with £439.74 in Gloucestershire and £500 nationally.

Earnings by workplace (2010)			
	Cheltenham (pounds)	South West (pounds)	Great Britain (pounds)
Gross weekly pay			
Full-time workers	502.8	460.0	500.4
Male full-time workers	572.4	503.4	540.5
Female full-time workers	421.6	399.7	439.8
Hourly pay			
Full-time workers	12.42	11.50	12.62
Male full-time workers	14.25	12.14	13.21
Female full-time workers	11.58	10.51	11.73

Source: ONS annual survey of hours and earnings - workplace analysis

Note:

Median earnings in pounds for employees working in the area.

Gross value added (GVA) per head in Cheltenham is very high, with the area ranking in the top 20% of districts nationally. GVA per head in Cheltenham is £21,217.94, compared with £18,483.25 in Gloucestershire and £19,061.71 nationally.

Cheltenham has an average sized employment base, with the area ranking in the middle 20% of districts nationally. It accounted for 0.21% of all employees in Great Britain.

Between 2006 and 2008, the total number of employees in Cheltenham decreased by 1.09%. This reflects a relatively weak level of economic growth by national standards, placing Cheltenham in the bottom 40% of districts nationally.

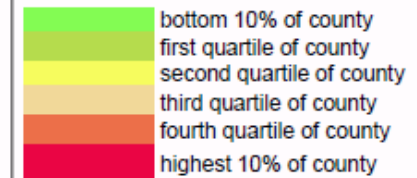
At December 2010, the claimant count stood at 2,021 (a rate of 2.7%) which is a 26% increase since Oct 08 when the claimant count was 1,647 (2.3%). This compares with a current county rate of 2.3%. (source GLMIU). There are significant differences in where this unemployment is concentrated. There are three wards where unemployment rates are in the highest 10% in the county with Hesters Way having the third highest rate (at 5.6%) in the county.

The proportion of the working age resident population qualified to NVQ level 4 and above in Cheltenham is very high, with the area ranking in the top 20% of districts nationally. In 2008, 39.97% held a degree or equivalent, compared with 32.57% in Gloucestershire and 29.01% nationally.

(The claimant count measures the number of people claiming unemployment related benefit (currently Job Seeker's allowance). The claimant rate is the number of claimants as a proportion of the working age population.)

Table 5: Analysis of Claimant Count at Cheltenham Borough ward level - December 2010

District	Ward	Rate	Rank*
Cheltenham	Charlton Park	0.8	9
Cheltenham	Prestbury	0.9	14
Cheltenham	Leckhampton	1.0	23
Cheltenham	Park	1.1	30
Cheltenham	Benhall and The Reddings	1.2	39
Cheltenham	Up Hatherley	1.2	39
Cheltenham	Battledown	1.4	50
Cheltenham	Charlton Kings	1.5	56
Cheltenham	Warden Hill	1.8	80
Cheltenham	Pittville	2.2	96
Cheltenham	College	2.3	101
Cheltenham	Lansdown	2.8	110
Cheltenham	Swindon Village	2.8	110
Cheltenham	All Saints	3.4	124
Cheltenham	St Paul's	3.6	126
Cheltenham	St Peter's	4.1	128
Cheltenham	St Mark's	4.2	129
Cheltenham	Springbank	4.4	130
Cheltenham	Oakley	5.0	135
Cheltenham	Hesters Way	5.6	140



* 1 = "best" and 142 = "worst"

Table 5 shows overall claimant rates for Cheltenham Borough wards and their position relative to all wards in Gloucestershire.

Working-age client group - key benefit claimants (May 2010)				
	Cheltenham (numbers)	Cheltenham (%)	South West (%)	Great Britain (%)
Total claimants	8,130	11.0	12.1	14.7
By statistical group				
Job seekers	2,150	2.9	2.3	3.5
ESA and incapacity benefits	3,560	4.8	5.9	6.7
Lone parents	1,010	1.4	1.3	1.7
Carers	480	0.6	1.0	1.1
Others on income related benefits	310	0.4	0.4	0.5
Disabled	490	0.7	1.0	1.0
Bereaved	120	0.2	0.2	0.2
Key out-of-work benefits [†]	7,030	9.5	10.0	12.4

Source: DWP benefit claimants - working age client group

Key out-of-work benefits includes the groups: job seekers, ESA and incapacity benefits, lone parents and others on income related benefits. See the **Definitions and Explanations** below for details

Note:

% is a proportion of resident population of area aged 16-64

Key messages:

Although unemployment has steadily come down after its peak in October 2009 (when it stood at 4.1%), there are still risks that in areas of higher unemployment, we will see longer-term rises in health inequalities, crime and disorder and family breakdown and that there will be increased demand for services such as free-school meals, benefits take-up, information and advice, access to skills and learning. There are also fears that new benefits regime when combined with funding being cut from services supporting the most vulnerable will lead to increased hardship for those on benefits.

Cheltenham Area Health Profile

The Cheltenham area health profile 2010 published as part of the Director of Public Health's annual report uses the JSNA information as its starting point and uses it to identify priority health needs for the borough.

The health of people in Cheltenham is generally good with life expectancy being better than the England average. Cheltenham appears to have lower than average obesity rates for both children and adults, lower rates of diabetes and lower rates of early deaths from coronary heart disease compared to county and England rates. But there are significant areas where Cheltenham is not performing well:

- there is a higher rate of early deaths from respiratory diseases compared to the county rate but the rate is lower than the England rate, and a high death rate from smoking compared to the county.
- there is a higher rate of new cases of malignant melanoma compared to the England rate
- there is a higher rate of new cases of breast cancer compared to the England rate
- there is a higher rate of anxiety and depression compared to both the county & England rates
- there is a higher rate of children living in poverty compared to the county rate, but this is lower than the England rate
- Chlamydia screening uptake is below the England target
- there is a higher rate of alcohol related admissions to hospital compared to the county rate.
- There is a lower self-reported rate of physically active adults compared with county and England rates.

The health profile goes on to use the conceptual framework for reducing health inequalities that was set out in the Marmot review 2010.

The review proposed an evidence based strategy to address the social determinants of health i.e. the conditions in which people are born, grow, live, work and age can lead to health inequalities. Together with lifestyle factors such as smoking, physical activity, alcohol intake and diet these can significantly influence the risk of developing disease or disability and dying prematurely. These factors tend to be concentrated among the same people, and their effects on health are cumulative e.g. people who smoke are also more likely to drink alcohol, have a poor diet etc.

Through an assessment of the indices of deprivation, the profile identifies the priority neighbourhood where social inequalities exist in terms of:

- Employment deprivation
- Income deprivation
- Living environment deprivation
- Health deprivation

This assessment identifies the following 10 priority neighbourhoods based on social determinants:

- Oakley 1
- Oakley 4
- Hesters Way 1
- Hesters Way 2
- Hesters Way 3
- St. Marks 1
- St. Pauls 2
- St. Pauls 3
- St. Peters 3
- Swindon Village 2

The report also takes information from healthACORN to identify areas with existing health problems or future health problems. Areas with existing health problems include Oakley, St. Marks and Warden Hill. Areas with identified future needs include Hesters Way, Oakley, Springbank, St. Marks, Springbank, St. Peters and Swindon Village.

Priority neighbourhoods

Taking the two sources of data together we can identify the priority neighbourhoods for action on healthy lifestyles.

- Oakley 1
- Hesters Way 1
- Hesters Way 2
- Hesters Way 3
- St. Marks 1
- St. Pauls 3
- St. Peters 3
- Swindon Village 2

Key interventions

The profile concludes with a summary of areas for action from the joint strategic needs assessment.

- sun awareness to tackle skin cancer
- smoking and tobacco control
- safe and responsible drinking
- mental and emotional health and wellbeing
- children living in poverty
- physical activity in adults and children
- healthy eating in adults and children
- promoting good sexual health, including improving uptake of Chlamydia screening in young people aged 15-24 years.

Key messages:

The recommendation from the DPH report is that a series of interventions are targeted at the priority areas identified above for maximum impact. *“There is a pattern of existing and future health problems associated with socio-economic deprivation in areas of Cheltenham. These neighbourhoods are likely to benefit from services and interventions to prevent them becoming more vulnerable to further ill-health and social exclusion.”* (DPH report 2010)

Working through the Health and Wellbeing Partnership, we need to jointly consider the resources our organisations are providing to support these interventions and then to consider ways in which they could be commissioned in different ways (including aligning/pooling budgets) so that there is greater complementarity between services and better outcomes for our residents.

Child poverty

Background

Child poverty is defined as growing up in a low income household. However, it is recognised that child poverty results from a range of factors - mental and physical health problems, worklessness, lack of childcare, low skills, lack of family support, child protection issues, problems with benefit entitlement, debt and poor housing are amongst the many other causes and consequences.

With the associated social and economic costs of tackling these issues, child poverty impacts significantly on wider communities and the delivery of public services.

The situation in Cheltenham

There are two sources of information relating to child poverty, both of which provide data at lower super output areas;

- National indicator 116, which is defined as the proportion of children in families in receipt of out of work benefits, or in receipt of tax credits where their reported income is less than 60% median income
- The Child wellbeing index which collates data at a neighbourhood level relating to seven criteria such as housing, education, housing and crime.

Data from NI116 shows us that there are 8 neighbourhoods where there are over 40% of children living in poverty with particular concentrations in St. Pauls 2 where nearly two-thirds live in poverty and Oakley 3 where it just over half of the children live in poverty.

Data from the child wellbeing index shows that six of the eight neighbourhoods also are in the worst 20% of neighbourhoods in the country for child wellbeing.

NI 166	% of under 16s living in poverty		child wellbeing index	Rank of CWI (where 1 is best)	Percent National
St Pauls 2	65.50%		St Paul's 2	31457	97%
Oakley 3	52.80%		Springbank 2	29932	92%
Swindon Village 2	48.20%		Hesters Way 2	28441	88%
St Mark's 1	45.60%		Oakley 3	28232	87%
St Peter's 3	44.20%		Hesters Way 3	27121	83%
Hesters Way 2	43.00%		Springbank 1	26670	82%
Hesters Way 3	41.20%		St Mark's 1	26510	82%
St Paul's 3	40.80%		Swindon Village 2	25839	80%

The concentration of child poverty in these neighbourhoods has focused minds on how best to improve living standards for children and their families through a range of interventions. Cheltenham Borough funded three specific child poverty projects in 2009 in Hesters Way, Oakley and St. Pauls with the latter project demonstrating that providing intensive supporting for individual families can alleviate the impacts of poverty.

Key messages:

There are significant risks that the wellbeing of our most vulnerable families will be further harmed over the coming years and that the without new and innovative ways of delivering intensive family-based services, the public sector (and agencies who depend on public sector funding) will not be in a position to respond.

Research from the Swindon Total Place project found that services dealing with the most vulnerable families have historically been designed on dealing with the result rather than the cause and that services largely ignored the importance of community and strong social networks in preventing and tackling vulnerability. This has led to the development of the Inspiring Families project which aims to co-ordinate and package services to support children, young people and families within their community.

Population data on health and social care needs

Joint Strategic Needs Assessment

The Gloucestershire eJSNA provides a growing evidence base to inform strategic planning and service commissioning across all of the County's health and social care services, providing key data relating to health, well-being and care. It has been developed through a partnership including Gloucestershire County Council and NHS Gloucestershire.

Indicator name	District number	District rate	County rate	risk in comparison to county rate
General health needs				
People with a limiting long-term illness (2001) % of residents [C]	17,115	15.6	16.1	
Self reported measure of people's overall health and well-being (NI119) (April 2009) % of respondents [E]	n/a	82.9	79.5	
CACD service users (2008/09) per 1,000 residents aged 18+ [C]	4,502	50.7	53.9	
CACD service users with a physical disability (2008/09) per 1,000 residents aged 18+ [C]	2,480	27.9	34.9	
CACD service users with mental health issues (2008/09) per 1,000 residents aged 18+ [C]	757	8.5	7.9	Yes
CACD service users with learning disabilities (2008/09) per 1,000 residents aged 18+ [C]	286	3.2	3.8	
People in receipt of incapacity benefits as a result of mental illness (2008) per 1,000 working age population [C]	1,695	24.4	21.9	Yes
All admissions ADULT MENTAL HEALTH (2008/09) per 1000 patients resident in area [C]	151	1.3	1.1	Yes
Estimated cases of neurotic disorders in people aged 16-74 (2005 population base) per 1000 population aged 16-74 [E]	16,370	203.0	165.2	Yes
Mortality				
Life expectancy-male (2006-2008) years old [C]	n/app	79.4	79.0	
Life expectancy-female (2006-2008) years old [C]	n/app	83.3	82.8	
Infant deaths, average number per year (2006-2008) per 1,000 live births [C]	4	3.0	4.0	
Social care				
All people who provide unpaid care (2001) % of residents [C]	9,828	8.9	9.9	
Maternity				
Total Births (2008/09) per 1000 females aged 15-44 [C]	1,400	54.3	55.4	
Premature Births (2008/09) per 1000 live births [C]	163	116.4	119.4	
Low birthweight babies (2008/09) per 1000 live births [C]	107	76.4	70.5	Yes
Babies admitted to SCBU (2008/09) per 1000 live births [C]	114	81.4	72.4	Yes
Hospital based services				
Total number of emergency admissions (2008/09) per 1000 patients resident in area [C]	9,808	82.7	78.8	yes
Total number of elective admissions (2008/09) per 1000 patients registered at GP [C]	13,537	114.2	130.9	

(Data extracted from the Gloucestershire eJSNA v3.3)

This data shows us the scale of demand for health services within our community. Cheltenham already has a 19,600 people aged over 65 and this is forecast to grow by 34% in the period up to 2025. We have a growing BME community that which makes up 6.1% of the population and nearly 14% of the school population. We can see that there are issues with poor health, with over 17,000 people declaring that they have a limiting long-term illness. Community and Adult Care have 4,500 service users in Cheltenham with a large proportion of these having some form of physical disability. Mental ill-health is prominent with nearly 1,700 people in receipt of incapacity benefit due to mental illness and an estimated 16,400 cases of neurotic disorder. In terms of support, there are nearly 10,000 people providing some form of unpaid care. In 2008-09 there were nearly 10,000 emergency admissions to hospital and 13,500 elective admissions.

Key messages:

The demands on the health services are significant and without doubt will increase significantly in the future. Commissioners need to make sure that our services are working to ease demand through a preventative approach that works with groups who are more vulnerable to poor-health. We also need a dialogue with the commissioners of acute services to discuss future funding models.

Some key risks to the health of our community

Indicator name	District number	District rate	County rate	% difference with county average
Residents in most deprived quintile of English neighbourhoods (2007) % of residents [E]	13,764	12.2	7.5	+63.0
Children in poverty (2007) % of children [C]	3,416	17.1	14.6	+17.1
Recorded violence against the person crimes (2008/09) crude rate per 1,000 population [C]	2,184	19.5	14.7	+32.7
Domestic abuse crimes (April 2006 to September 2009) per 1000 population [C]	2,632	23.4	19.7	+19.0
Living arrangements				
% of Overcrowded households (2001)	3,223	6.7	4.5	+47.1
% of Households without car/van (2001)	11,198	23.2	18.7	+24.3
Pensioner households without central heating (2001) % of households [C]	1,340	8.7	8.0	+9.9
Statutory homelessness (2008/09) crude rate per 1,000 households [C]	95	1.9	1.2	+60.5
Economy and employment				
Job Seekers Allowance Claimant Count - males (March 2009) % working age population [C]	2,100	5.7	5.0	+14.0
% of all 16-19 year olds not in employment, education or training (NEET) (February 2009)	185	2.9	2.6	+10.7
Alcohol				
Adults who binge drink (2007-08) % [E]	see note	25.0	21.4	+16.8
Hospital stays for alcohol related harm (2008/09) per 100,000 population [C]	2,218	1670.0	1480.0	+12.8
Alcohol-related recorded crimes (2008/09) crude rate per 1,000 population [C]	n/a	10.0	7.4	+35.1
Alcohol-related violent crimes (2008/09) crude rate per 1,000 population [C]	n/a	7.2	5.4	+33.3
Smoking				
SMOKING: no. of people aged 16 and over recorded as being a smoker in previous 15 months /100 patients with recorded status [C]	11,241	15.2	15.0	+1.0
Health and lifestyle - Eating and activity				
Adults				
Physically active adults (2008/09) % [E]	n/a	10.5	12.3	-14.6
Children				
Overweight children in year 6 (2007/08) % year 6 school children [E]	130	14.9	14.0	+6.4

(Data extracted from the Gloucestershire eJSNA v3.3

This data shows us what some of the key health risks are within the population, where rates are significantly higher than the county average. There are nearly 14,000 people living in our poorest neighbourhoods and these same neighbourhoods have 3,400 children living in poverty. We note that rates for violent crimes and domestic abuse are both higher than the county. There are some significant housing pressures with some over-crowding, 1,300 pensioner households without central heating and a relatively high rate of homelessness. There remain issues with unemployment, particularly in our poorer neighbourhoods and the number of NEETs is higher than the county rate. There are significant issues with alcohol and this manifests itself in much higher rates of hospital stays and alcohol related crimes. Smoking remains a key public health issue with 11,200 recorded as being a smoker which is about the same rate as the county. There are less physically-active adults than in the county and more overweight children in year 6.

Key messages:

Dealing with the risks to good health is a critical part of promoting healthy lifestyles; commissioners need to work with public health to ensure that there are jointly-commissioned interventions on alcohol, smoking and promoting active lifestyles. We need to work collaboratively on interventions that will support people living in the poorest neighbourhoods, particularly where there are high numbers of children living in poverty.

Where the data tells us that interventions are working

Indicator name	District number	District rate	County rate	% difference with county average
Alcohol				
Estimated number of deaths attributable to alcohol from land transport accidents (2005-2007) directly standardised rate per 100,000 population [E]	n/a	1.5	2.6	42.3
Smoking				
SMOKING: number aged 16+ with smoking status recorded in previous 15 months/aged 25+ with status recorded previously as non-smoker	74,163	75.3	76.6	1.7
Smoking cessation: People setting a quit date (2008/09) percentage population aged 18+ [C]	1,743	2.0	1.4	41.6
Smoking Cessation: number quitting smoking (2008/09) percentage population aged 18+ [C]	888	50.9	55.5	8.1
Health and lifestyle - Eating and activity				
Healthy eating adults (2006-08) % [E]	see note	33.0	31.0	6.5
Obese adults (2006-08) % [E]	see note	24.9	26.2	5.0
Physically active children (2008/09) % 5-16 year olds [E]	6,811	56.9	53.2	7.0
Health and lifestyle - other indicators				
Teenage pregnancies under 16, average number per year (2005/07) Conception rate per 1,000 females aged 13-15 [C]	10	4.1	6.1	32.8
Teenage pregnancies under 18, average number per year (2005/07) Conception rate per 1,000 females aged 15-17 [C]	63	24.1	29.1	17.2

(Data extracted from the Gloucestershire eJSNA v3.3)

Key messages:

This data does show us that public health interventions are working with people successfully quitting smoking, higher rates of healthy eating and physically active children. Cheltenham has traditionally had a problem with higher rates of teenage pregnancies, but this has reduced and we are now lower than the county rate.

Children and Young people needs analysis

Gloucestershire County Council produced a comprehensive needs analysis for children and young people in the county in 2008, 2009 and 2010, including data taken from an Online Pupil Survey in 2010 with pupils taking part across the county. The reports are structured under the five 'every child matters' outcome headings:

- Be healthy;
- Stay safe;
- Enjoy and achieve;
- Make a positive contribution;
- Achieve economic wellbeing.

The analysis throws up a number of challenges for partners engaged with children and young people's issues in Cheltenham.

Be healthy

- Cheltenham has the highest percentage of year 10 pupils who reported being drunk weekly or more frequently, while Cotswolds has the lowest percentage – 31% and the highest percentage of year 8, 10, and 12 pupils that reported they had tried illegal drugs – 13.9%
- The online pupil survey told us that 13.5% of Y12 pupils felt unhappy in the past week which if continues over the longer-term might affect their emotional health and wellbeing.
- Data from the 2010 online pupil survey (OPS) shows that year 10 girls (12.7%) are the most likely group of those surveyed to smoke 'quite often (eg weekly)' or 'most days'. The
- The percentage of pupils reporting they do six or more hours of physical activity decreases as the age of pupils increases. There is also a clear difference when viewed by gender, with only 21.2% of girls likely to do six-plus hours of physical activity over a week than the boys (47.5%).
- Healthy eating – only 13.5% of secondary-aged pupils in Cheltenham eat 5 or more portions of fruit & veg a day compared to a county average of 16.4%. Overall, the results of the same question when asked in 2008 show that the county proportion of pupils surveyed who say that they eat the recommended five or more portions of fruit and vegetables a day has fallen from 28.9% to 20.6% in 2010.
- 26.6% of year 6 pupils were overweight or obese which is slightly better than the county average of 30.2%.
- In Gloucestershire, there are an estimated 3,101 problematic adult drug-users, with an estimated equivalent number of children and young people suffering hidden-harm as a result of these adults misusing drugs.

The report does not include any district data on teenage pregnancies and hospital admissions for under 18s due to alcohol specific conditions which have both been identified in last year's needs analysis.

Stay safe

- In Gloucestershire, the percentage of children becoming the subject of a Child Protection Plan for a second or subsequent time during the year increased in 2009-10.
- The data from the 2010 Online Pupil Survey shows that when compared to 2008, the percentage of pupils witnessing DV has trebled from 4.1% to 12.6. The report shows that there are nearly twice as many incidents in the most deprived quintile when compared to the second most deprived 20%.
- In Gloucestershire, data from the OPS 2010 shows that 18% of year 4 pupils have been seriously bullied in the last year 'quite often' or 'most days'. This was not available for district as in previous years.
- There were 3,446 crime victims who were aged under 19 in 2009-10. Again this was not broken down by district.

The report does not include any data on children subject to common assessment frameworks nor on self-harm which had been flagged up as an issue for Cheltenham in previous reports.

Enjoy and achieve

- At the Early Years Foundation Stage, the percentage of children showing a Good overall level of development has declined since 2007 in 17 CCRAs, the largest decrease being in Up Hatherley and Warden Hill, which at 10.6 was nearly twice that of the next largest decrease.
- Levels of unauthorised absence in St. Paul's and St. Marks are more than three times the county average.
- At KS1 – (aged 6, end of infant stage), Hesters Way (29.9%) and Gardeners Lane (21.6%) CCRAs have the highest proportion of children in receipt of free school meals.
- At KS1, Rowanfield CCRA has the highest proportion of children of pupils with special educational needs
- At KS1, Hesters Way CCRA (64.7%) had the worst outcomes at L2+ in reading, writing and maths when compared to the county average.
- At KS1, St. Marks (52.4%) has the second lowest percentage of pupils resident in the Gloucestershire LSOAs achieving L2+ in reading, writing and mathematics
- At KS2 – (aged 10, end of primary school), Hesters Way CCRA (64.7%) had the second lowest outcomes at the end of Key Stage 2 achieving Level 4 or better in both English and mathematics when compared to the county average
- At KS3 – (aged 13) , Rowanfield CCRA (59.3%) has the second lowest outcomes for achieving Level 5 or better for teacher assessments in both English and mathematics.
- At KS3, St. Pauls (38.5%) has the lowest percentage of pupils achieving Level 5 or better for teacher assessments in both English and mathematics.
- At KS4 – (GCSEs) – Hesters Way (42.5%) and Rowanfield (48.9%) CCRAs are both below the county average for 5+ A*-C including English & mathematics GCSEs.

Across the county, and at all key stages, there are significant attainment gaps between children who have had special educational needs (56.3% difference) or who are classed as Looked After Children (43% difference) or who receive free school meals (23%)

Make a positive contribution

- The county-rate of Rates of First-Time Entrants to the Youth Justice System aged 10-17 is higher than the national, regional averages

Economic wellbeing

- Gloucestershire has a poor record at narrowing the gap of achievement by age 19 for disadvantaged young people. At both Level 2 and Level 3 the gap is ten percentage points wider than the national average.
- There are 3,220 children living in Out-of-Work Benefit Households at May 2008.
- Child poverty; the needs analysis report is deficient in the reporting of child poverty data; it uses a table of the Number of children living in Out-of-Work Benefit Households in Lower Layer Super Output Area. This identifies 3 SOAs in Gloucester that have the greatest number of children living in poverty and the table of the worst 18 LSOAs does not include St. Pauls 2. However, the Gloucester LSOAs have much larger numbers of children and young people living in their area. For a better summary of child poverty in Cheltenham, please see page 11.
- The number of 16-18 year olds who are classed as being not in education, employment or training (NEET) in Cheltenham is 125 (July 2010).
- Cheltenham has a high housing need with 170 applicants accepted as eligible for assistance, with 107 of them having dependent children – figures from 2007-08.

Key messages:

The data suggests that there continues to be universal needs for children and young people in Cheltenham:

- To promote better healthy lifestyles
- To enable more children and young people feel safer at school and in their community.
- To help more young people get ready for employment and adult life
- To improve the safeguarding of children and young people

But the data also suggest that there are more targeted needs for specific groups of children and young people.

- To reduce the impact of poverty on children living in areas of multiple deprivation
- To help reduce the education gap for pupils living in the Hesters Way, Rowanfield, Gardeners Lane and St. Pauls areas, particularly at KS1 and KS2.
- To reduce the impact of domestic abuse on children, particularly children in deprived areas.
- To lower the rates of children drinking alcohol and using illegal drugs
- To secure positive outcomes for children and young people with special educational needs at all stages or who are looked after children or who receive free school meals.

Older People

Text prepared by Gloucestershire Older People's Assembly (GOPA)

The responses to GOPA's recent Quality of Life questionnaire revealed that most older people have a positive attitude to life, even when dealing with one or more long-term medical conditions and/or caring full time for a family member. However 45% of the respondents were living alone and another 14% were carers. Many of these also exhibit a very positive attitude to life (particularly those with good links with family, friends or church nearby) but others suffer from loneliness and isolation (e.g. a housebound respondent in her 80s, living alone with a sight impairment in Hesters Way).

The increasing numbers of older people living alone needs to be taken into consideration and their desire to live independently as long as possible will be subject to affordable service provision. Many respondents expressed concern at the increasing cost of living, especially utility bills in light of the recent extended periods of cold weather.

Under the header "Cheltenham-wide – there is a need to ensure communities feel safe in their neighbourhoods" many older people have expressed concern to GOPA (through the survey and in conversation) at the likelihood of reduction of police/PCSO presence when the GCC contract comes to an end in 2012. A police presence and good neighbours or social/family networks were mentioned by many as contributing to feelings of safety in and outside the home.

I would concur with the Place findings that less than a third of older people feel they can influence decisions in their own area. Many that have contributed to consultations in the past felt their views fell on deaf ears. Many are irritated by the increasing use of the internet as a means of consultation as they do not have access to the internet or it is not their means of communication of choice.

Public and community transport services have been mentioned repeatedly as areas of concern to older people. Most GOPA members and survey respondents aware that their ability to drive their own car (or having a partner who does so) is an important factor in their independence and are fearful of losing that ability. Buses and community transport need to be supported to enhance older peoples' independence and reduce prospective loneliness and isolation as mobility becomes more of an issue.

Key messages:

The feedback from GOPA provides a useful summary of the needs of older people in Cheltenham:
Need for social activities and support to combat feelings of loneliness and isolation;
Need for support to help with the cost of living;
Need to feel safe in and outside their home;
Need to feel involved through appropriate communication;
Need public and community transport to enhance independence and reduce prospective loneliness and isolation.

Demographics

Age Profile

age	2009 mid-year estimates	%	2015	2026	2033	%	% growth (2009 to 2033)
0-19	26,363	22.7	25,950	26,590	25,180	19.8	-4.5
20-39	34,349	29.5	34,270	31,710	31,200	24.5	-9.2
40-59	30,363	26.1	31,900	33,250	33,640	26.4	10.8
60-79	19,020	16.4	20,540	24,970	26,760	21.0	40.7
80+	6,149	5.3	6,440	8,350	10,590	8.3	72.2
	116,244	100	119,100	124,870	127,370	100.0	

Cheltenham already has an ageing population with 21.7% of people are aged 60 or over but this figure is predicted to increase to 29% by 2033, an increase of over 12,000 people. This growth is at the expense of younger people where there is a predicted decline in overall numbers.

Whilst some of the impact of this change in population structure will be mitigated by rising incomes and advances in medicine so that older people remain active for longer, there is still likely to be significant demands placed on health, social care and housing services with a corresponding demand placed on the public purse to service this demand. Falling birth rates when coupled with high house prices in Cheltenham could also lead to a reduction in the numbers of young people living and working in Cheltenham.

Age needs – The data from the JSNA suggests that there is a higher rate of lone-pensioner households in Cheltenham giving rise to particular support needs. The information from the children and young people's needs analysis suggests that supporting vulnerable younger people, particularly those living in areas of multiple deprivation and for children and young people with learning difficulties and/or disabilities.

Ethnicity

Ethnic group	% of population 2009	% of population 2001
White: British	89.7	
White: Irish	1.0	
Other White	3.2	
Mixed	1.2	
Asian or Asian British	2.4	
Black or Black British	0.8	
Chinese	1.6	

Source: Office for National Statistics, Crown Copyright 2009

Cheltenham's ethnic profile from the 2001 census showed that 96.7% of our population was of white origin and that 3.3% were from black and other minority ethnic groups. However, more recent experimental data from the ONS (mid-2007 estimates) shows the proportion of our population from black and other minority ethnic groups has increased to 6%. This is likely to continue to grow as there are BME school children make up nearly 14% of the school population. The council's BME outreach worker has identified the following groups that have particular needs:

Muslim Communities

Cheltenham's Muslim communities are diverse as they are from India, Pakistan, Bangladesh, Afghanistan, Libya, Egypt, Palestine, Jordan and Syria. Language, religious and cultural barriers mean that they do not come together naturally. Traditional Muslims do not take part in leisure activities and some social events unless males and females are segregated. The men can attend the mosques, but this is for prayers. This leaves the women isolated and excluded. Language, religious, and cultural barriers can prevent these communities from:

- taking part in local decision making activities
- accessing services
- reporting hate crime
- taking up active lifestyle activities

Bangladeshi Women

There are over 400 Bangladeshi families in Cheltenham. 70% of women that have been engaged with speak little or no English. 33% of these women want to improve their skills so that they can seek employment.

Economic Migrants

Referrals from the County Councils Community Agents demonstrate that language is the main barrier for the Polish communities accessing public and VCS services.

Hindu Community

The Hindu community is the largest ethnic group in Cheltenham and has been successfully present in Cheltenham for 50 years. The community is well-served by the Indian Association which runs a Temple and community centre. There is a need for more information regarding identifying and supporting carers for the older members of the community.

BME communities and mental health

In August 2010 the 2gether Trust held a consultation day for BME communities in Gloucestershire to discuss the effectiveness of their mental health service provision, and how it could be improved. Feedback from the Cheltenham group workshops included:

- Problems in getting a referral from the GP. Language is an issue; people felt that if they could not communicate effectively, they were not taken seriously;
- GPs not culturally aware, and therefore can misinterpret /misdiagnose symptoms;
- How can carers receive feedback, advice and support for the person they look after?
- Advice needed for those who live with someone with mental health issues;
- More workshops that will help identify symptoms, and discuss how help can be given.

BME Young People

Intergenerational conflicts re education and leisure pursuits between British born youths and their parents. Young people aged 13yrs – 19yrs have limited opportunities to integrate with peers from other communities. The impact is:

- Lack of confidence and personal development opportunities, (particularly for those who live in deprived areas) leads to limited employment skills
- Disaffected male youths have identified themselves as potential offenders
- Mothers have requested all girl youth activities from age 13 years

Hate Crime

The town's restaurants and take-aways are concerned at becoming victims of hate crime. The mosques on the High Street and Sherbourne place have both reported hate crime incidents this year. The communities need to be aware of how to report hate crime and have confidence that incidents will be investigated

The groups that are currently being focused on are:

- Muslim Community
- Bangladeshi Women
- Hindu community
- Economic Migrants

The priority issues for all BME communities are:

- Improving mental health
- Supporting young people
- Tackling hate crime

Disability in Cheltenham

An assessment of the prevalence of disability in Cheltenham in 2004 showed that around 17,000 (15.6%) people in Cheltenham had mild, significant or severe disability need. Mental illness accounted for the highest proportion of disabilities with 12.15% (13,339) people affected. In terms of people of working age (16 to 64 years), there were 6,518 (9.1%) people with a disability.

In terms of benefit claimants, in Feb 2009, 2.7% of the population (2,940 claimed Incapacity Benefit. These figures are more pronounced in the regeneration areas with 5.6% in Hesters Way, 5.5% in both St. Marks and St. Pauls claiming IB

The indicators on mental ill-health, health status and limiting long term illness, which are based on the 2001 census, all point to a greater prevalence of disability in our regeneration areas, with Oakley and Hesters Way areas in particular having pronounced numbers of people with poor health and numbers claiming disability benefits.

Census results showed that in 2001 approximately only 40% of disabled people in Gloucestershire that are of working age were economically active. With 60% of disabled people of working age being economically inactive, there is a real link between disability and low incomes which needs to be broken by a concerted effort by all employers to improve recruitment processes and make changes to employment conditions to encourage more disabled employees.

Disability Needs – The data from the JSNA points to increased rates of mental ill-health in Cheltenham. There is a continuing need to support out-of-work disabled people (both with physical disabilities and mental ill-health) access training and employment. There are also significant access issues for people with all forms of disability.

Gender profile of Cheltenham

Cheltenham has a population of 111,656, with 57,035 (51.1%) females and 54,621 (48.9%) males. (Office of National Statistics mid-2005 population estimates. Approximately 69,700 residents are of working age. (16 to 64 for males and 16 to 59 for females) and of these people 33,200 (47.6%) are female and 36,600 (52.4%) are male.

Approximately 20% of the working age population are economically inactive (which means people who are neither in employment nor unemployed including those who are looking after homes or are retired) and of these 70% are female 30% are male.

Full time workers in Cheltenham earn an average gross weekly earning of £470.70 a week. The average figure for full time female workers is £ 404.80 and for male workers this figure is 27% higher at £514.30 per week.

Gender needs – The data suggests that there needs to be continuing support to help women access employment and training. This will include access to affordable childcare.

Sexual Orientation profile of Cheltenham

Although there are no accurate statistics for the numbers of lesbian, gay, bisexual and transgender residents, national estimates suggest that 5-7% of the population are gay, lesbian or bi-sexual. The 2001 census recorded 182 people living in same sex couples in Cheltenham. Cheltenham has a successful gay nightclub that attracts visitors from outlying rural areas.

It is worthwhile noting that while discrimination on the grounds of trans-genderism and trans-sexualism is dealt with under the provisions of gender equality many trans-people and issues have been dealt with by LGBT organisations where they have traditionally found a safe home.

Sexual Orientation needs – Gaining better data on numbers of lesbian, gay, bisexual and transgender residents and any particular needs that they may have.

Faith profile of Cheltenham

Cheltenham has a vibrant range of faith communities which play a critical role in the social and spiritual life of the borough. These communities also maintain a wide range of places of worship including St. Marys, which is the Anglican parish church of Cheltenham and dates mainly from the 13th and 14th centuries, a Synagogue, two Mosques, a Hindu temple and countless other places of worship that are an intrinsic part of Cheltenham's physical fabric.

In terms of demographics the largest faith group at the 2001 census was Christian at 72.3%. This is slightly higher than the national figure of 71.7%, but lower than the county figure of 75.9%. 72.3% equates to 79,581 people.

The Hindu, Muslim and Buddhist communities account for the following proportions of the working age population respectively:

- Hindu 0.7% (775)
- Muslim 0.5% (536)
- Buddhist 0.3% (296)

Sikh and Jewish communities account for 0.1% (116) and 0.1% (133), respectively. All other religions account for 0.3% (371), there are 20,051 (18.2%) of people with no religion.

Faith needs – There is a need to improve cohesion and understanding between different faiths to better understand perspectives.

Occupations – socio-economic status

	Cheltenham (numbers)	Cheltenham (%)	South West (%)	Great Britain (%)	above/below regional average
Soc 2000 major group 1-3	33,700	56.8	43.6	44.3	above
1 Managers and senior officials	9,000	15.1	15.5	15.7	below
2 Professional occupations	14,000	23.4	13.3	13.7	above
3 Associate professional & technical	10,700	18.0	14.6	14.7	above
Soc 2000 major group 4-5	10,300	17.4	23.7	21.6	below
4 Administrative & secretarial	6,300	10.6	11.0	11.2	below
5 Skilled trades occupations	4,000	6.7	12.5	10.4	below
Soc 2000 major group 6-7	7,100	12.0	16.0	16.2	below
6 Personal service occupations	#	#	8.8	8.7	below
7 Sales and customer service occs	4,300	7.2	7.1	7.4	above
Soc 2000 major group 8-9	8,200	13.8	16.7	17.9	below
8 Process plant & machine operatives	#	#	5.9	6.6	below
9 Elementary occupations	5,300	8.9	10.8	11.1	below

It can be seen from the above table that the Cheltenham Borough has a higher than average proportion of residents in professional, technical and sales occupations. Compared to the Region there are also relatively fewer residents who work in process and elementary occupations.

For further information, please contact

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